

*the easy way to
a lovely home*

Style Trend
Wallpapers

1952
Showings



BEAVER HARDWARE
KASSON, MINN.



You'll thrill with the new 1952 STYLE TREND Wallpapers

Two-thirds of your house is wall space, and what you do with it will determine the atmosphere of your home. Wallpaper is the most economical means of giving rooms the personality you desire—of keeping them inviting at all times. Nothing else will do so much to improve the appearance—and yet no other improvement will cost so little.

Wallpaper will solve any decorating problem; the optical illusions which it can work are endless. With proper use it can give light and color to gloomy rooms, soften and shade rooms that are bright . . . make large rooms seem smaller, and give small rooms an air of spaciousness. Ceilings can be made to seem higher or lower, with the use of the right wallpapers. The endless variations of color and pattern enable you to achieve the most effective background for your furnishings, no matter what their style or period. No other wall treatment offers such wide means of expressing your own individuality.

Hang it Yourself

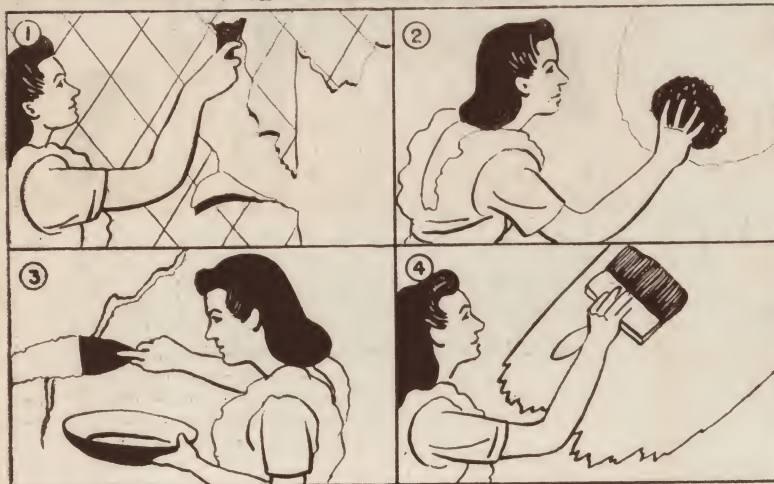
**IT'S EASY ...
DOUBLE YOUR SAVINGS**

Papering a room doesn't require professional skill, and very little special equipment is needed. Every year thousands of men and women paper their homes for the first time and are surprised to find how easy it is. You, too, can turn out a professional-looking job, even if you've never hung wallpaper before. Moreover, you'll be delighted with the amount you can save by doing your own work. You can buy enough paper for 6 rooms and hang it yourself for less than it costs to buy paper for one room and have it hung. Once you discover how simple and inexpensive it really is, you'll want to repaper the whole house—give all of it a fresh new look.

Style Trend Wallpapers are easy to hang because they are made with a special Handee Trim Edge—a perforated margin which tears off just like a postage stamp. It saves time, and helps you to achieve a neat, attractive job.

HOW TO HANG WALLPAPER!

PREPARING THE WALLS



1. If necessary to remove old wallpaper because of too many layers or loose paper, apply hot water with sponge until thoroughly saturated. Then, with wall scraper, scrape off as much paper as possible before applying more water.
2. Painted walls having a gloss surface should be washed with ammonia diluted with six parts water, rinsed thoroughly and allowed to dry. Then apply size. Walls painted with resinous paints only require sizing.

3. Fill all cracks, crevices and nail holes with slow drying, non-shrinking patching plaster. After dry, smooth with sandpaper wrapped around block of wood. To prevent reopening of large cracks, cover with Craftway Instant Gummed Cloth Tape.
4. Sizing seals porous walls and makes an adhesive surface to which paper will stick better. If uncertain of condition of your walls, it is best to size. Buy prepared size, mix with warm water and brush a thin coat evenly over the entire surface.

PAPERING THE CEILING



Drive a tack at each end of ceiling at a point from sidewall (along which strip is to be pasted), which is 2 inches less than width of trimmed strip. Draw chalk line tightly between tacks and snap against ceiling. The 2-inch allowance for unevenness in walls is tacked on sidewall.

With half of pasted strip unfolded, apply paper to ceiling, with outer edge along chalk line. When in position, use an extra roll of paper to support unrolled end. Use smoothing brush from right to left, smoothing paper firmly into joint between wall and ceiling.

Unfold and apply second half of strip, carefully keeping outer edge along chalk line. Smooth paper firmly, as before. Hang next strip, using first as a guide. Wipe off any paste oozing out at seams and roll seams same as instructed for side wall.



Cut first strip slightly longer than height of wall and lay face up on table. Unroll paper for second strip, but before cutting, place left edge of second strip along right edge of first, being sure pattern is matching.

Cut succeeding strips in same manner, matching each with preceding strip. Then turn entire stack of paper face down without reversing ends, and place at rear of table. All strips are to be pasted and hung in same order as C-1.



Take top strip to front of table, letting edge and end extend about 1-8 inch over edge of table. With the paste brush, beginning at the left, apply paste down the center of the strip as far as table length permits, then brush out to the edges.

Pick up the corners of pasted end of strip and fold over balance of pasted area. Do not crease at fold. Be sure that both upper and lower edges of paper are exactly even for entire length.

CONTINUED ON NEXT PAGE

Next, tear oil from the Handee Trim edge or use a straight board and sharp pointed knife. Remove only left edge if you are going to hang by lapping second strip over first. Trim both edges if you wish to butt seams.

Mount ladder or platform and unfold top half of strip. Place upper right-hand edge against chalk line. Then raise or lower left-hand side until edge of strip is exactly even with chalk line for entire length.



side pasted half to end of table, and apply paste to remainder of strip and fold over as before. Check edges to see they are even. This is very important so that the edges when trimmed, will be perfectly straight.

To get a truly vertical start, run plumb line thru chalk, then hang chalked line and plumb bob from top of wall to the right of corner or door, at a point 1/2 inch less than the width of trimmed paper. Snap chalk line against wall.

Now, with smoothing brush in right hand, smooth out top part of paper. Left hand may be used to guide paper against door frame or around corner. Carefully smooth out wrinkles or air bubbles.

Proceed to hang remaining strips in the same order they were cut. When hanging each strip, be sure pattern matches perfectly. For butt seam job, join strips edge to edge by simply pushing them together on the wall.

When turning corner, trim strip so that it extends about one inch on next wall. Smooth paper firmly into corner. Then use remainder of cut-off strip as the next strip, butting the seam.



et, unfold the bottom portion of strip carefully, turning right-hand edge along chalk line. Smooth out wrinkles and air bubbles as before. Work and press paper against door frame.

With a slightly damp, clean cloth or sponge, wipe off any paste that oozed out at the seams. It must be removed immediately, as it cannot be removed after it is dry.

To hang border, cut into convenient length strips, paste, fold and trim same as for the side wall. Hang border from right to left, keeping top very close and parallel to the ceiling. Then smooth out with smoothing brush.

RUN

00000



55¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. \$8.94

★ ★ ★

Double Roll
16 yds. long ----\$1.10

Border to
match, yd. -----9c

Style Trend
DESIGN

NUMBER 2033

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



WATER



Style Trend DESIGN

NUMBER 2032

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

45¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. \$7.22

★ ★ ★

Double Roll

16 yds. long -----90c

Border to

match, yd. -----7c



PAUL P. P. NAR
BIOGRAPHICAL

RUIN 2

45

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. **\$7.22**

★ ★ ★

Double Roll
16 yds. long -----**90c**

Border to
match, yd. -----**7c**

Style Trend DESIGN

NUMBER 2031

★ ★ **Fadeproof Colors**
★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



Style Trend DESIGN

NUMBER 2029

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

58¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. \$9.55

★ ★ ★

Double Roll

16 yds. long \$1.16

Border to

match, yd. 9c



60¢

SINGLE ROLL

Approximate
cost of room

10x12 ft. ----- **\$9.75**

Double Roll

16 yds. long ----- **\$1.20**

Border to

match, yd. ----- **9c**

Style Trend
DESIGN

NUMBER 2027

*** **Fadeproof Colors**

*** **HANDEE Trim Edge**

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



JOIN HERE

Style Trend DESIGN

NUMBER 2025

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

42¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$6.92**

★ ★ ★

Double Roll

16 yds. long -----**84c**

Border to

match, yd. -----**7c**



42¢

SINGLE ROLL

Approximate
cost of room

10x12 ft. **\$6.92**

Double Roll

16 yds. long -----**84c**

Border to

match, yd. -----**7c**

Style Trend
DESIGN

NUMBER 2026

*** **Fadeproof Colors**

*** **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



Style Trend DESIGN

NUMBER 2037

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

48¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. \$7.65

★ ★ ★

Double Roll

16 yds. long 96c

Border to

match, yd. 7c



48¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$7.65**

★ ★ ★

Double Roll

16 yds. long..... **96c**

Border to

match, yd. **7c**

Style Trend
DESIGN

NUMBER 2024

★ ★ **Fadeproof Colors**

★ ★ **HANDIE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



Style Trend DESIGN

NUMBER 2023

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

39¢

SINGLE ROLL

★ ★ ★

Approximate

cost of room

10x12 ft. \$6.48

★ ★ ★

Double Roll

16 yds. long -----78c

Border to

match, yd. -----7c



39¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$6.48**

★ ★ ★

Double Roll

16 yds. long -----**78c**

Border to

match, yd. -----**7c**

Style Trend
DESIGN

NUMBER 2022

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored
to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



GILLY P. CO. INC. N.Y.C.

48¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft.\$7.65

★ ★ ★

Double Roll

16 yds. long.....96c

Border to

match, yd.7c

Style Trend
DESIGN

NUMBER 2020

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



Style Trend DESIGN

NUMBER 2017

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

42¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. \$6.92

★ ★ ★

Double Roll
16 yds. long -----84c

Border to
match, yd. -----7c

JOIN HERE —TOP—



42

SINGLE ROLL

Approximate
cost of room
10x12 ft. **\$6.92**

Double Roll
16 yds. long -----**84c**

Border to
match, yd. -----**7c**

StyleTrend

DESIGN

NUMBER 2016

*** **Fadeproof Colors**

*** **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



Style Trend DESIGN

NUMBER 2015

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

55¢

SINGLE ROLL

★ ★ ★

Approximate

cost of room

10x12 ft. \$8.94

★ ★ ★

Double Roll

16 yds. long ----\$1.10

Border to

match, yd. -----9c

TOP
↑ NAT

55¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. \$8.94

★ ★ ★

Double Roll
16 yds. long ----\$1.10

Border to
match, yd. -----9c

Style Trend
DESIGN

NUMBER 2014

★ ★ Fadeproof Colors
★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

100% WPC OF NATURE
100% UNION-MADE USA



48¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. \$7.65

★ ★ ★

Double Roll

16 yds. long 96c

Border to

match, yd. 7c

Style Trend
DESIGN

NUMBER 2013

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored
to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.

ASU WPC OF NA 15
ASU NATION MADE 15



39¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$6.48**

★ ★ ★

Double Roll

16 yds. long -----**78c**

Border to

match, yd. -----**7c**

Style Trend
DESIGN

NUMBER 2012

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

JOIN HERE



33¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. \$5.46

★ ★ ★

Double Roll

16 yds. long -----66c

Border to

match, yd. -----6c

Style Trend
DESIGN

NUMBER 2011

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



LIGHT PEE ST No

2009 JUN 1

Style Trend DESIGN

NUMBER 2009

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

39¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$6.48**

★ ★ ★

Double Roll

16 yds. long -----**78c**

Border to

match, yd. -----**7c**



39¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$6.48**

★ ★ ★

Double Roll

16 yds. long -----**78c**

Border to

match, yd. -----**7c**

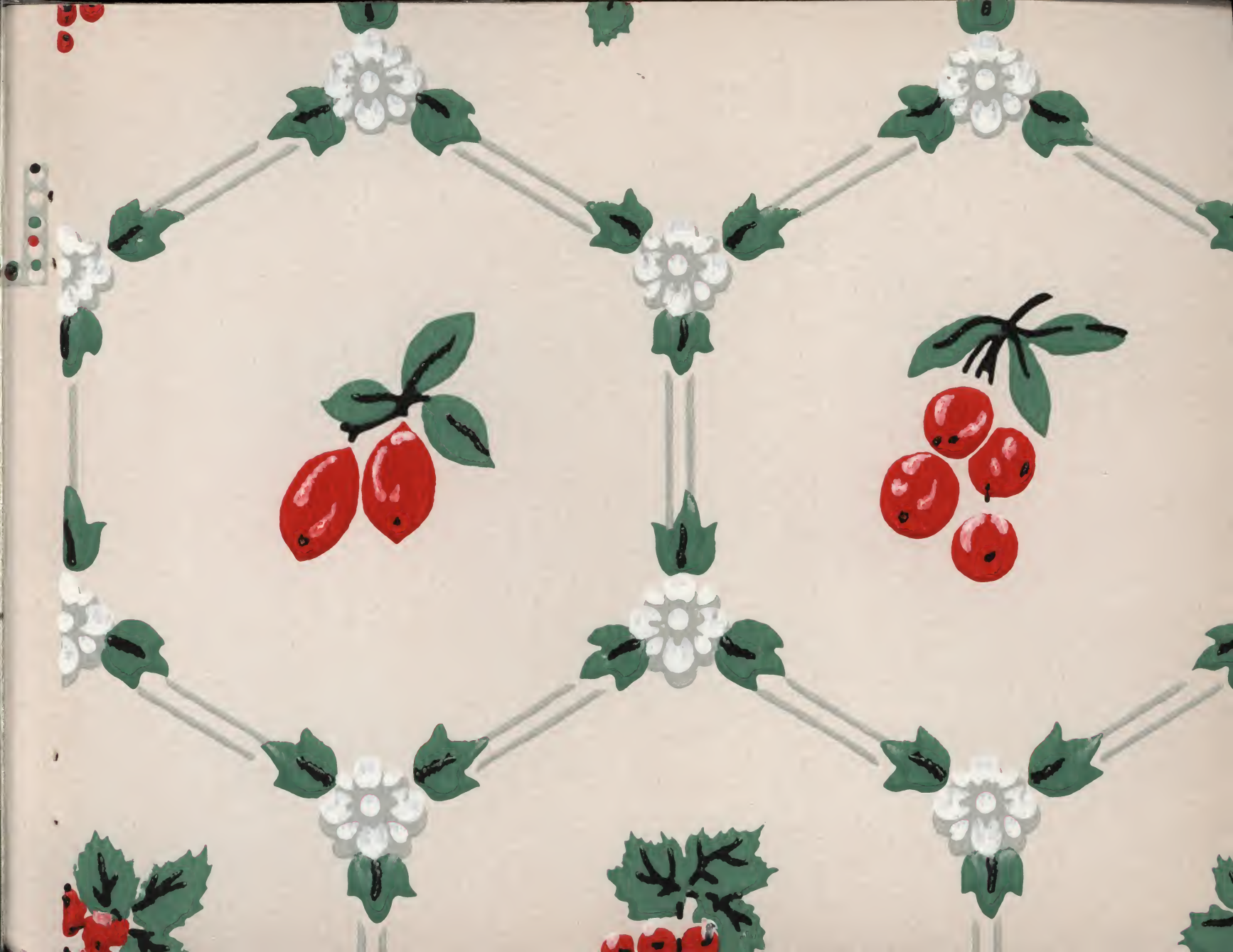
Style Trend
DESIGN

NUMBER 2010

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



35¢

SINGLE ROLL

★ ★ ★

Approximate

cost of room

10x12 ft. **\$5.94**

★ ★ ★

Double Roll

16 yds. long -----**70c**

Border to

match, yd. -----**6½c**

Style Trend
DESIGN

NUMBER 2008

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



THE HISTORY OF THE UNITED STATES
BY JAMES M. SMITH
PUBLISHED BY THE NATIONAL GEOGRAPHIC SOCIETY

NUMBER 100

NUMBER 100

NUMBER 100

NUMBER 100

NUMBER 100

NUMBER 100

29¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room
10x12 ft. **\$4.98**

★ ★ ★

Double Roll
16 yds. long -----**58c**

Border to
match, yd. -----**5½c**

Style Trend
DESIGN

NUMBER 2007

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.

QUANTITY OF N.A.C.
UNION MADE



33

SINGLE ROLL

★ ★ ★

Approximate

cost of room

10x12 ft. **\$5.46**

★ ★ ★

Double Roll

16 yds. long -----**66c**

Border to

match, yd. -----**6c**

Style Trend

DESIGN

NUMBER 2005

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

W.P.C. of N.A.C.
UNION-MADE



28¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft.\$4.98

★ ★ ★

Double Roll

16 yds. long.....56c

Border to

to match.....6½c

Style Trend
DESIGN

NUMBER 2004

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



27[¢]

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$4.58**

★ ★ ★

Double Roll

16 yds. long -----**54c**

Border to

match, yd. -----**5½c**

Style Trend
DESIGN

NUMBER 2003

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



25¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. \$4.33

★ ★ ★

Double Roll

16 yds. long 50c

Border to

match, yd. 5½c

Style Trend
DESIGN

NUMBER 2002

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.



22¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft.\$3.95

★ ★ ★

Double Roll

16 yds. long.....44c

Border to

match, yd.5c

Style Trend
DESIGN

NUMBER 2001

★ ★ Fadeproof Colors

★ ★ HANDEE Trim Edge

Expertly designed and color-
ed to harmonize with Drap-
eries, Rugs and Furniture
Fabrics.



19¢

SINGLE ROLL

★ ★ ★

Approximate
cost of room

10x12 ft. **\$3.50**

★ ★ ★

Double Roll

16 yds. long -----**30c**

Border to

match, yd. -----**5c**

Style Trend
DESIGN

NUMBER 2000

★ ★ **Fadeproof Colors**

★ ★ **HANDEE Trim Edge**

Expertly designed and colored to harmonize with Draperies, Rugs and Furniture Fabrics.

Tools and Supplies for the Paperhanger



MARVEL WALLPAPER PASTE

44c
2 Lb. Bag

Mix 2 pounds powder with 9 pints water—makes enough paste for walls and ceilings of an average room. Marvel Paste mixes easily and quickly . . . spreads smoothly . . . won't lump or sour paper—vermin proof. Dries slowly enough to permit sliding paper on wall to match pattern. When papering more than one room buy the large 5 pound size for only 99c.



MARVEL WALL SIZE

33c
Lb. Package

Powder form. Mix 1 pound with 6 quarts of water for enough size to cover average room. Use on bare plaster walls to prevent discoloration.



ECONOMY TOOL KIT

\$1.89

Includes all essential tools and directions for paperhanging consisting of smoother, paste brush, seam roller, wall scraper, casing wheel, chalk line and chalk.

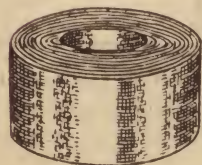


12-inch Nylon SMOOTHING BRUSH

\$1.15

A good working brush of light weight, smooth yet firm, and is recommended for every kind of paper.

GUM CLOTH TAPE



. . . Gummed Cloth
Wet and apply.

. . . For large cracks
in wall or ceiling.

49c Roll

SWITCH PLATE SHIELD



. . . Fits all light
switches.
. . . Keeps wall clean.
. . . Transparent
. . . Non inflammable.

10c

**FOR SINGLE SWITCH
DOUBLE SWITCH 20c**

70
RURAL ROUTE
BOX HOLDER
LOCAL



*It's easy
to hang*

**Style-Trend
WALLPAPERS**

Hang your walls the Easy Way . . . with Style-Trend Wallpaper! Every Style Trend pattern has been designed so you can hang it yourself faster and easier than you ever dreamed possible.

As illustrated—**Pattern No. 1037** White background with red, blue and yellow tulips — daisies and ivy vines. Pattern has a heavy coat of varnish which makes it very practical for the service rooms of your home.

Single roll — 49¢

Band Border to match — 9¢ per yard

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ith Style-Trend Wall-
been designed so you
an you ever dreamed

background with red,
y vines. Pattern has
very practical for the

Band Border to match — 9c per yard